

UK-London: advertising and marketing services

OJ S 231/2012 30/11/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Southbank Centre Limited

Postal address: Belvedere Road

Town: London

Postal code: SE1 8XX

Country: United Kingdom

Contact person: Helen Faulkner

E-mail: mediatender@southbankcentre.co.uk

Internet address(es):

General address of the contracting authority: <http://www.southbankcentre.co.uk>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Recreation, culture and religion

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Media Buying Services contract.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: UK.

NUTS code UK United Kingdom

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Southbank Centre is Europe's largest arts centre, with a programme of events that includes music, dance, literature, visual arts and performance. Southbank Centre is looking for an experienced, creative media planning and buying partner to provide a fully integrated media service that will provide the following services; campaign planning; rates negotiation; clipping service; promotional support; performance management.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated media spend 800 000 GBP per annum.

Estimated value excluding VAT: 800 000,00 GBP

II.2.2. Information about options

Options: yes

Description of options: Option to extend for up to two further 12 month periods.

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

II.3. Duration of the contract or time limit for completion

Duration in months: 36 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Candidates will be assessed in accordance with Part 4 of the Public Contracts Regulations 2006 to meet the requirements contained within the PQQ.

III.2.2. Economic and financial ability

List and brief description of conditions: Candidates will be assessed in accordance with Part 4 of the Public Contracts Regulations 2006 to meet the requirements contained within the PQQ.

III.2.3. Technical and professional ability

List and brief description of conditions:

Candidates will be assessed in accordance with Part 4 of the Public Contracts Regulations 2006 to meet the requirements contained within the PQQ.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 5: and Maximum number 7

Objective criteria for choosing the limited number of candidates: PQQ will be issued and evaluated.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

28.12.2012 - 13:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

11.1.2013

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

27.11.2012